



**YOUR
HEART**

Cleveland Clinic Heart Health Survey

Survey Objectives and Methodology

- This survey of the general population gathered insights into Americans' perceptions of heart disease and exercise.
- This was a telephone survey of 1,009 adults, 487 men and 522 women 18 years of age and older, living in the continental United States.
 - The numbers are weighted to be nationally representative.
 - Interviewing for this CARAVAN® Survey was completed October 22-25, 2015.
 - 509 interviews were from the landline sample and 500 interviews were from the cell phone sample.
- Differences between various demographic groups were also explored:
 - Gender
 - Age
 - Geographic region
- Survey results have a margin of error of +/- 3.09 percent at the 95% confidence level for the total sample.

Key Findings

Exercise Habits & Barriers

While the majority of Americans usually exercise for at least 30 minutes each week, many are still not getting the recommended 2.5 hours per week.

- Most Americans (86%) exercise on a weekly basis, with men being more likely than women to exercise for a longer period of time.
 - Thirty-eight percent of men exercise at least five hours per week, compared to only 27 percent of women who work out this amount.
- However, two-fifths (40%) of Americans are exercising less than the recommended length of time each week (at least 2.5 hours).

This may be attributed to a lack of awareness, as many Americans don't know the recommended amount of exercise they should be performing each week.

- Only 20 percent of Americans know that the recommended amount of weekly moderate aerobic exercise is at least 2.5 hours.
 - About the same amount incorrectly think it is at least 5 hours (19%), at least 4 hours (20%), at least 1.5 hours (16%) or at least 30 minutes (22%).
 - Women are more likely than men to believe the recommended amount is at least 30 minutes (25% vs. 18%, respectively).
- People likely believe that whatever amount they are exercising is the right amount, as perceptions and actions closely align.
 - For example, a similar amount of respondents believe the recommended weekly exercise amount is 2.5 hours or more (59%) and claim to exercise this amount (58%).

Key Findings (Cont.)

Exercise Habits & Barriers (Cont.)

Work is the most common factor preventing consumers from exercising more, followed closely by just being too tired.

- The top factors stopping people from exercising more include:
 - Obligations with work or their job (41%)
 - Being too tired (37%)
 - Obligations with family & friends (28%)
 - Being too out of shape (14%)
- Americans might exercise *more* if they had less obligations, either professional or personal, got more sleep, or were more in shape to begin with.
- Men are considerably less likely than women to let things get in the way of their exercise routine, with one-quarter (27%) saying nothing prevents them from exercising more, compared to only 19 percent of women.

Few monitor their heart rate when exercising or use fitness apps to track daily activity.

- Half (49%) of Americans who exercise weekly have never monitored their heart rate during exercise, compared with just 20 percent who monitor it always or most of the time.
- Further, only 11 percent of consumers regularly track their daily activity pattern on a phone or tablet fitness app.

Key Findings (Cont.)

Misperceptions about Exercise and Health Conditions

According to those who usually exercise weekly, most say that losing or maintaining weight is the number one motivator, but fewer are aware of what it takes to actually do so.

- Half (51%) of Americans exercise to lose or maintain their weight.
- Although weight loss and weight maintenance are key exercise motivators, only 31 percent of consumers know that they need to burn or cut out 500 calories from their diet to lose one pound a week.

Clear misperceptions exist among consumers when it comes to exercise and health conditions.

- Misperception #1: Only one-third (34%) of Americans are aware that someone with heart disease needs to exercise the same amount as someone without heart disease.
 - Women are more likely than men to correctly be aware that those with heart disease need to exercise the same amount as someone without (39% vs. 28%, respectively).
 - More consumers (45%) actually think people with heart disease need to exercise more than someone without.
- Misperception #2: The majority of Americans (81%) incorrectly believe that someone with high cholesterol needs an exercise stress test before starting an exercise program. Only 15 percent are aware that they don't.

Key Findings (Cont.)

Knowledge of Cardiac Rehabilitation

Many consumers understand the benefits of using cardiac rehabilitation for a variety of health situations.

- Most Americans (82%) know that cardiac rehabilitation can reduce mortality rates from heart disease by about half.
- Furthermore, many recognize when cardiac rehabilitation can be beneficial, including after a heart attack (70%), heart surgery (69%), chronic angina (63%), congestive heart failure (63%), and stenting (62%).

EXERCISE HABITS & BARRIERS



While most Americans usually exercise weekly, external factors often get in the way of them exercising more.

While the majority of Americans usually exercise for at least 30 minutes each week, many are still not getting the recommended 2.5 hours per week.

86 percent of Americans usually exercise on a weekly basis...

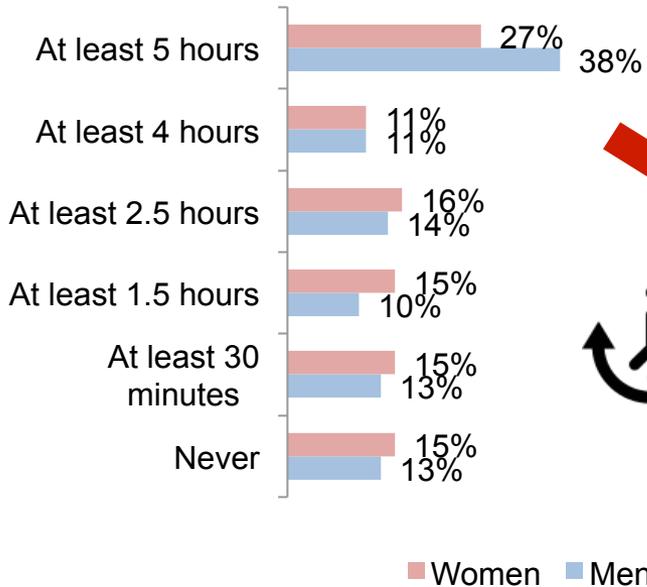


However, two-fifths (40%) are exercising less than the recommended amount... (2.5 hours)



...and only 20 percent of Americans know that at least 2.5 hours is the right amount of weekly exercise.

Frequency of weekly exercise



Men are more likely than women to exercise for a longer amount of time.

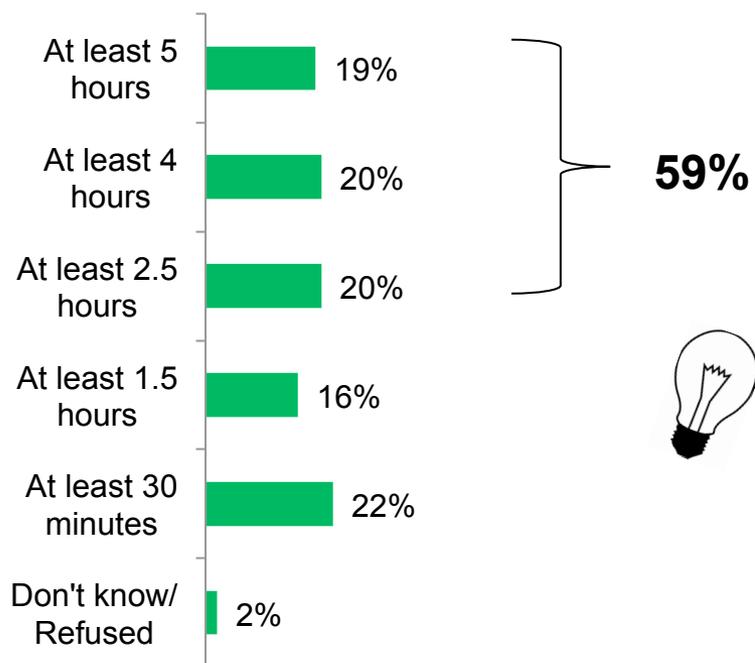
38% percent of men exercise at least five hours per week, compared to only 27% percent of women



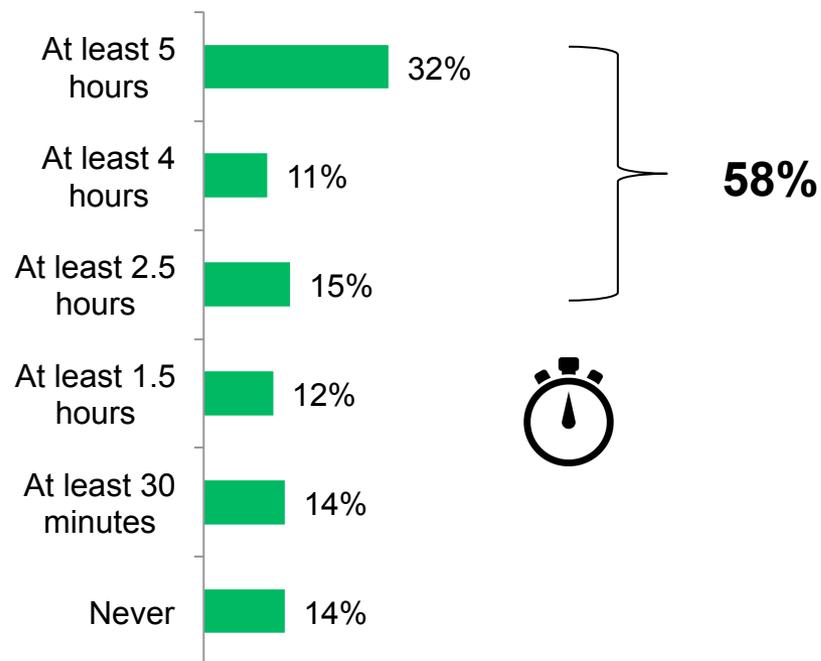
Q1. Which, if any, of the following best describes how often you usually exercise weekly? N=1,009
 Q7. How much moderate aerobic exercise do you think is recommended weekly for healthy adults? N=1,009

People likely believe that whatever amount they are exercising is the right amount, as perceptions and actions closely align.

Belief of recommended weekly exercise time



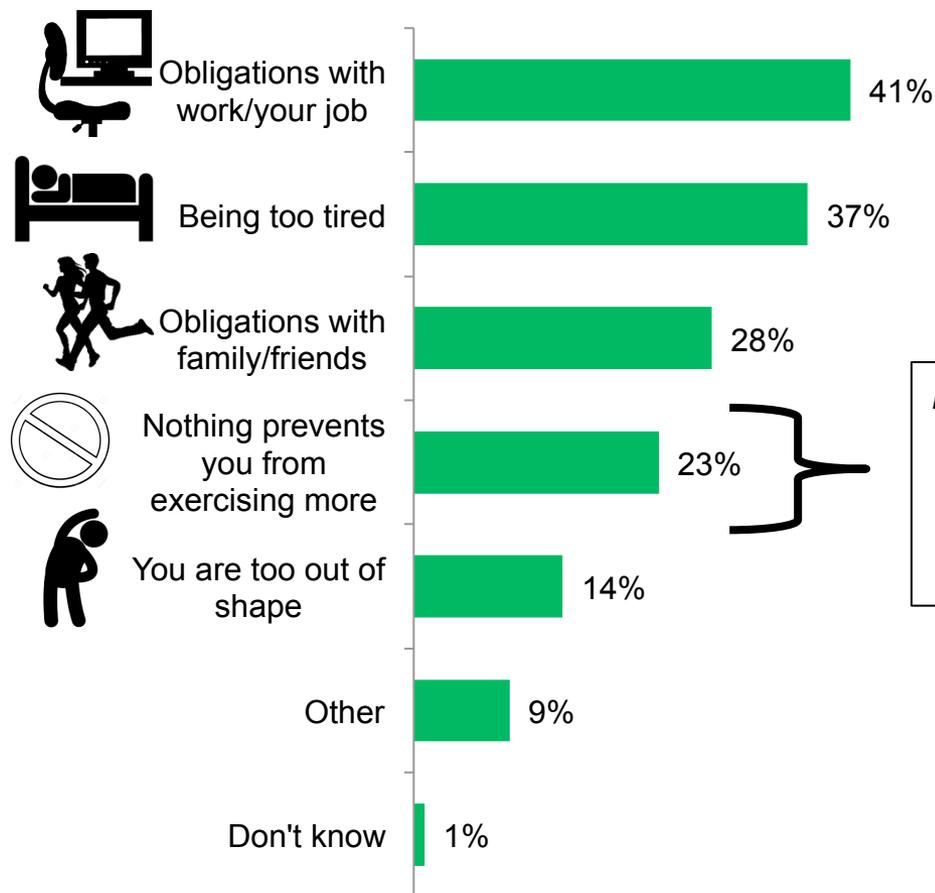
Frequency of weekly exercise



A similar amount of Americans believe the recommend amount of weekly exercise is 2.5 hours or more as those who claim to exercise this amount.

Work is the most common factor preventing consumers from exercising more, followed closely by just being too tired.

Barriers to Exercising More

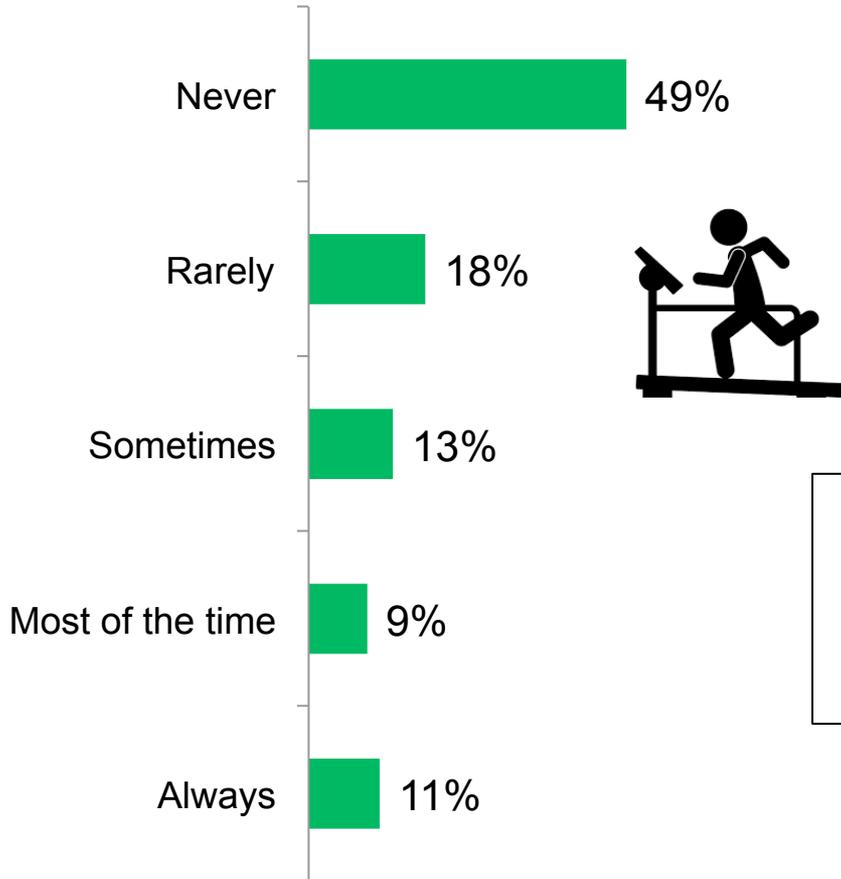


Work obligations hold back Americans in the **Northeast** more so than other locations, while tiredness does so for those in the **West**

Men are considerably less likely to let things get in the way of them exercising more: 27 percent say **nothing prevents them** from exercising more, compared to only 19 percent of women

Few monitor their heart rate when exercising or use fitness apps to track daily activity.

How often do you monitor your heart rate during exercise?

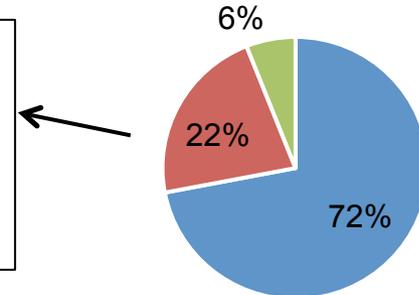


Interestingly, use of a fitness app to track daily activity pattern is fairly consistent across respondents **ages 18-64**.



Do you use a phone/tablet fitness app for tracking daily activity pattern?

Of those who have used a phone/tablet fitness app, only 11% do so **regularly**. (7% do so sometimes, while 4% do so rarely)



- No, never
- Yes
- You used to, but do not any longer

Q2. How often do you monitor your heart rate during exercise? N=863 (usually exercise weekly)
 Q5. Do you use a phone/tablet fitness app to track your daily activity pattern? N=1,009

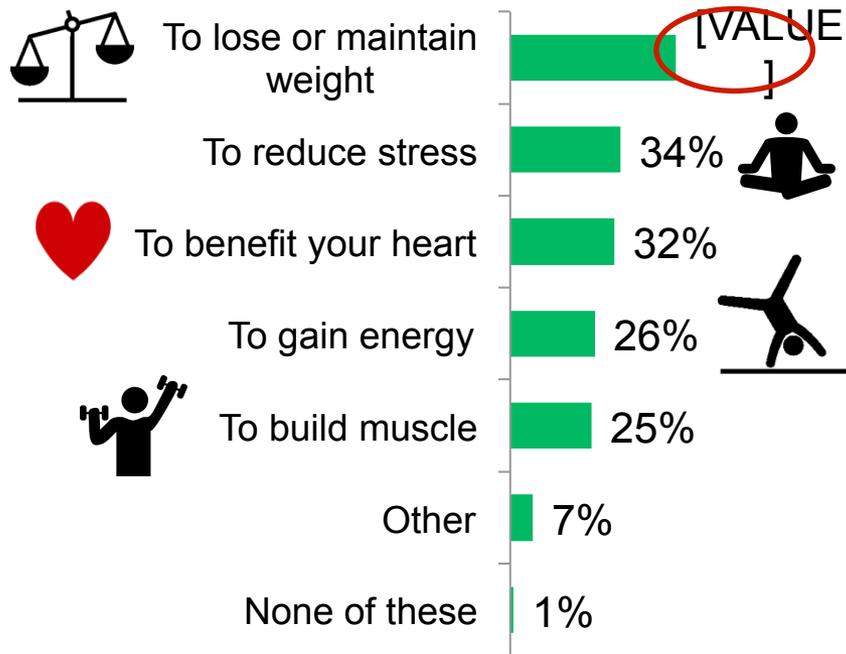
MISPERCEPTIONS ABOUT EXERCISE AND HEART DISEASE



There is room for improvement when it comes to Americans' awareness and understanding of proper exercise procedures as they relate to heart disease.

Americans have plenty of motivators, but are not quite sure what it takes to accomplish their goals.

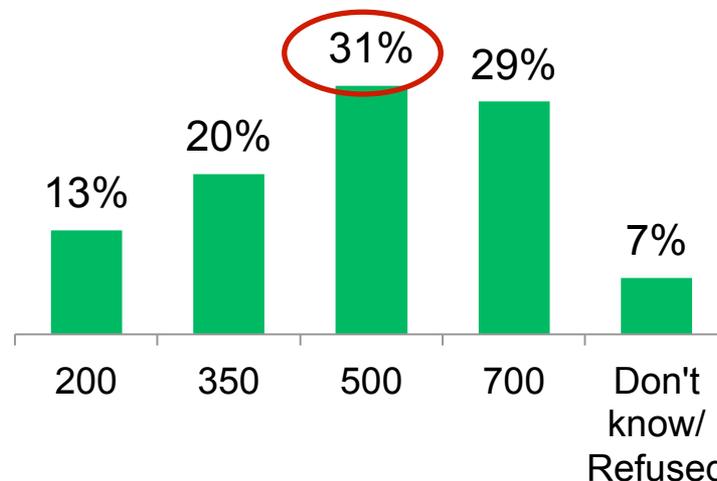
Biggest Motivators to Exercise



Women are considerably more motivated to exercise to lose or maintain weight while men are more motivated to build muscle.

Belief of amount of daily calories needed to burn/cut out of diet to lose one pound a week

While losing/maintaining weight is a key exercise motivator, few are aware that it takes **500 calories** to burn one pound a week.

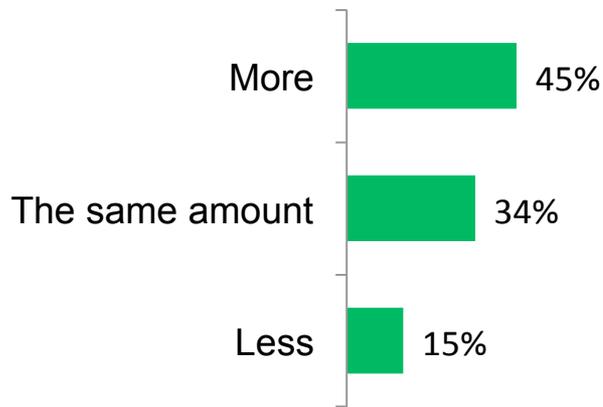


Q3. Which, if any, of the following motivates you the most to exercise? Please select up to two responses. N=863 (Usually exercise weekly)

Q8. Which do you think is the correct amount of daily calories you would have to burn or cut out of your diet to lose one pound a week? N=1,009

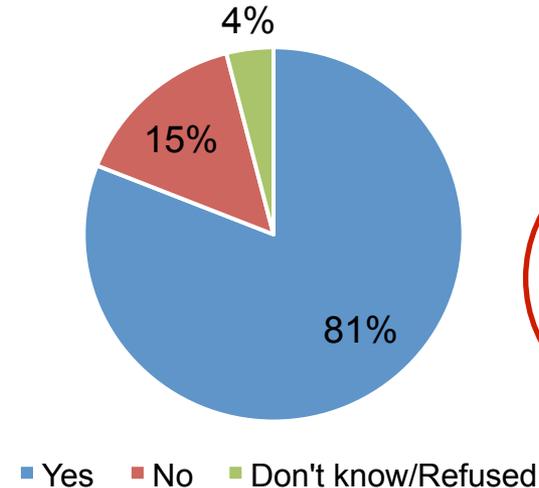
Clear misperceptions exist among consumers when it comes to exercise and health conditions.

Misperception #1: Many Americans believe people with heart disease need *more exercise*



Reality: Those with heart disease need the *same amount* of exercise as healthy adults

Misperception #2: A vast majority of Americans believe someone with high cholesterol *needs an exercise stress test* before starting an exercise program



Reality: Those with high cholesterol *do not need to do an exercise stress test*

Q9. Do you think someone with heart disease needs to exercise more, less or the same amount as someone who does not have heart disease? N=1,009

Q10. Do you think it is necessary for someone with high cholesterol to have an exercise stress test before starting an exercise program? N=1,009

KNOWLEDGE OF CARDIAC REHABILITATION

Many consumers understand the benefits of using cardiac rehabilitation for a variety of health situations.

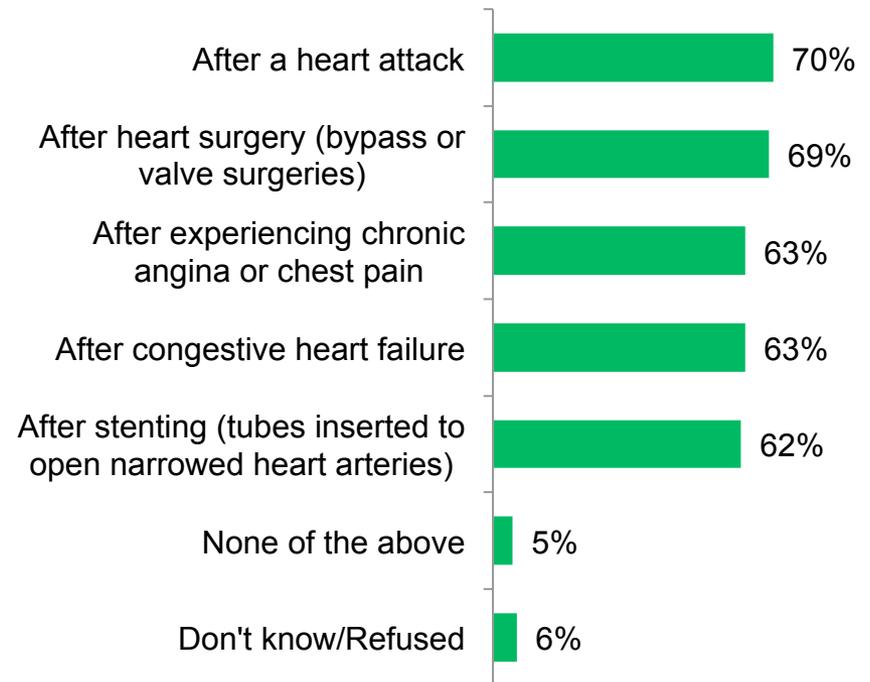


Cardiac rehabilitation is thought to be beneficial for a variety of health situations, and most Americans know its impact on mortality rates.



Most Americans (82%) know that cardiac rehabilitation can reduce mortality rates from heart disease by about half.

Cardiac rehabilitation is thought to be beneficial...



Q11. Cardiac rehabilitation is a medically supervised program designed to improve health by identifying and reducing risk factors that lead to cardiovascular disease. Which, if any, of the following do you think describes when cardiac rehabilitation could be beneficial?

Please select all that apply. N=1,009

Q12. True or False: Cardiac rehabilitation can reduce mortality rates from heart disease by about half. N=1,009



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